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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/677,711	09/30/2000	C. Douglas Thomas	CDTP004C1	3057

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EXAMINER
KANG, PAUL H

ART UNIT	PAPER NUMBER
2141	

DATE MAILED: 06/30/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

	Application No.	Applicant(s)
Office Action Summary	09/677,711	THOMAS, C. DOUGLAS
	Examiner	Art Unit
	Paul H. Kang	2141

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☒ Responsive to communication(s) filed on <u>13 April 2005</u>.
2a) ☐ This action is **FINAL**.   2b) ☒ This action is non-final.
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) ☒ Claim(s) <u>3,4,6,9,11-21 and 24-27</u> is/are pending in the application.
  4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5) ☐ Claim(s) _____ is/are allowed.
6) ☒ Claim(s) <u>3,4,6,9,11-21 and 24-27</u> is/are rejected.
7) ☐ Claim(s) _____ is/are objected to.
8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) ☐ The specification is objected to by the Examiner.
10) ☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.
  Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
  Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  a)☐ All   b)☐ Some * c)☐ None of:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. _____.
    3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
  * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
  Paper No(s)/Mail Date <u>10/10/01</u>.
4) ☐ Interview Summary (PTO-413)
  Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

1.   Claims 3, 4, 6, 9, 11-21 and 24-27 are pending. Claims 1-2, 5, 7, 8, 10, 22, 23 and 28-30

have been cancelled.

Claim Rejections - 35 USC § 103

2.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in
> section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are
> such that the subject matter as a whole would have been obvious at the time the invention was made to a person
> having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the
> manner in which the invention was made.

Claims 3, 4, 6, 9, 11-21 and 24-27 are rejected under 35 U.S.C. 103(a) as being

unpatentable over Angles et al., US Pat. No. 5,933,811, in view of Minor et al., US Pat. No.

5,740,252.

3.   As to claims 3 and 21, Angles teaches the invention substantially as claimed. Angles

teaches a system for delivering customized web pages to users, said system comprising:

at least one content server that stores web page content for a plurality of web pages

(Angles, col. 2, line 59 – col. 3, line 40); and

a centralized demographic server that stores demographic information on a plurality of

registered users, the demographic information being self-represented,

wherein said content server directs a requesting user to a demographic server where

particular demographic information associated with the requesting user is stored (Angles, col. 2,

line 59 – col. 3, line 40), said demographic server then retrieves the particular demographic

information associated with the requesting user (Angles, col. 2, line 59 – col. 3, line 40 and col. 20, line 45 – col. 21, line 24).

However, Angles does not explicitly teach a centralized demographic server that stores demographic information on a plurality of registered users, the demographic information being self-represented, wherein the retrieved particular demographic information is provided to said content server. In the same field of endeavor, Minor teaches a system that stores demographic information of multiple users and multiple sites, the demographic information being self-represented, and further comprising providing the demographic information pertaining to the particular registered user from the demographics server to a content server (Minor, col. 2, lines 1-20 and 44-67).

It would have been obvious to one having ordinary skill in the art at the time the invention was made to have incorporated the distribution of demographics information, as taught by Minor, into the centralized demographics information system of Angles for the purpose of enabling distributed demographic customization.

Angles-Minor further teach a system wherein said demographic server requires authentication of the requesting user before the particular demographic information can be provided to said content server (Minor, col. 3, lines 45-59);

wherein the content server thereafter causes the retrieved particular demographic information to be stored on a user's computer associated with the requesting user (Angles, col. 2, line 59 – col. 3, line 40 and col. 20, line 45 – col. 21, line 24).;

wherein the content server or another content server thereafter utilizes the stored retrieved particular demographic information from the user's computer for at least one subsequent web

page request (Angles teaches the well known use of user demographic information usage,

Angles, col. 2, line 59 – col. 3, line 40, col. 11, lines 5-26 and col. 20, line 45 – col. 21, line 24;

The Transparent Hyperlink Request (Redirect) Minor, col. 2, lines 1-20 and 44-67).

4.   As to claim 15, Angles teaches the invention substantially as claimed. Angles teaches a

system for delivering customized web pages to users, said system comprising:

at least one content server that stores web page content for a plurality of web pages

(Angles, col. 2, line 59 – col. 3, line 40); and

a centralized demographic server that stores demographic information on a plurality of

registered users, the demographic information being self-represented,

wherein said content server directs a requesting user to a demographic server where

particular demographic information associated with the requesting user is stored (Angles, col. 2,

line 59 – col. 3, line 40), said demographic server then retrieves the particular demographic

information associated with the requesting user (Angles, col. 2, line 59 – col. 3, line 40 and col.

20, line 45 – col. 21, line 24).

However, Angles does not explicitly teach a centralized demographic server that stores

demographic information on a plurality of registered users, the demographic information being

self-represented, wherein the retrieved particular demographic information is provided to said

content server. In the same field of endeavor, Minor teaches a system that stores demographic

information of multiple users and multiple sites, the demographic information being self-

represented, and further comprising providing the demographic information pertaining to the

particular registered user from the demographics server to a content server (Minor, col. 2, lines 44-67).

It would have been obvious to one having ordinary skill in the art at the time the invention was made to have incorporated the distribution of demographics information, as taught by Minor, into the centralized demographics information system of Angles for the purpose of enabling distributed demographic customization.

5.   As to claims 4 and 19, Angles-Minor teaches the system wherein said content server produces a customized web page for the requesting user based on the retrieved particular demographic information (Angles, col. 2, line 59 – col. 3, line 40 and col. 20, line 45 – col. 21, line 24).

6.   As to claim 6, Angles-Minor teaches a system wherein said content server delivers the customized web page to the requesting user on the user's computer associated with the requesting user (Angles, col. 11, lines 5-26 and col. 20, line 45 – col. 21, line 24).

7.   As to claim 9, Angles-Minor teaches the system wherein the requesting user controls the information within the particular demographic information that is provided from said centralized demographic server to said content server (Angles, col. 13, line 55 – col. 14, line 58).

8.   As to claim 11, Angles-Minor teaches the system wherein the authentication of the

requesting user is provided using a login name and password (Minor, col. 3, lines 37-59).

9.   As to claim 12, Angles-Minor teaches the system wherein the demographic information

does not particularly identify the user (Angles, col. 13, line 55 – col. 14, line 58).

10.   As to claim 13, Angles-Minor teaches the system wherein a plurality of different content

servers are able to utilize the demographic information stored at said centralized demographic

server (Angles, col. 2, line 59 – col. 3, line 40 and col. 20, line 45 – col. 21, line 24).

11.   As to claim 14, 16 and 17, Angles-Minor teaches the system wherein the requesting user

requests a first web page,

        wherein said content server causes the retrieved particular demographic information to be

stored on a user's computer associated with the requesting user (Angles, col. 11, lines 5-26 and

col. 20, line 45 – col. 21, line 24), and

        - wherein said content server thereafter receives and utilizes the stored retrieved particular

demographic information from the user's computer appended to, part of or provided with at least

one subsequent web page request (Angles, col. 2, line 59 – col. 3, line 40 and col. 20, line 45 –

col. 21, line 24).

12.   As to claim 18, Angles-Minor teaches the system wherein the content server causes the

retrieved particular demographic information to be stored on a user's computer associated with

the requesting user (Angles, col. 11, lines 5-26 and col. 20, line 45 – col. 21, line 24).

13.   As to claim 20, Angles-Minor teaches the method wherein the content server is a

demographics aware server (Angles, col. 13, line 21 – col. 14, line 67).

14.   As to claim 24, Angles-Minor teaches the method wherein the customized web page is

customized in a manner other than with respect to an advertisement user (Angles, col. 11, lines

5-26 and col. 20, line 45 – col. 21, line 24).

15.   As to claim 25, Angles-Minor teaches the method wherein said method further comprises

the acts of receiving a login request from the requestor; and determining, in response to the login

request, whether the requestor has been authenticated, and wherein said accessing is performed

after the requestor has been authenticated (Minor, col. 3, lines 37-59).

16.   As to claim 26, Angles-Minor teaches said method wherein the login request is a request

to log into the content server (Minor, col. 3, lines 37-59).

17.   As to claim 27, Angles-Minor teaches said method wherein said producing operates to

produce the customized web page at the content server (Angles, col. 11, lines 5-26 and col. 20,

line 45 – col. 21, line 24).

Response to Arguments

18.   Applicant's arguments filed April 13, 2005 are moot in view of the new grounds of

rejection. However, in order to clarify the issues applicants' arguments relevant to the new

grounds of rejection is addressed below. The applicant argued in substance that:

A)   There is no motivation to combine Minor with Angles.

        As to point A), in response to applicant's argument that there is no suggestion to combine

the references, the examiner recognizes that obviousness can only be established by combining

or modifying the teachings of the prior art to produce the claimed invention where there is some

teaching, suggestion, or motivation to do so found either in the references themselves or in the

knowledge generally available to one of ordinary skill in the art. See *In re Fine*, 837 F.2d 1071,

5 USPQ2d 1596 (Fed. Cir. 1988)and *In re Jones*, 958 F.2d 347, 21 USPQ2d 1941 (Fed. Cir.

1992). In this case, Angles provides a centralized demographic system that customizes

advertisements using demographics information. In the same field of endeavor, Minor teaches

transferring demographics information thereby enabling distributed processing of demographic

information.

        B)   Minor "does not teach or suggest use of a demographics server that is separate

from the entry web site 32A or a remote web site 34A. Further, the remote web site 34A does not

interact with another server (e.g., a central demographics server) to request or acquire

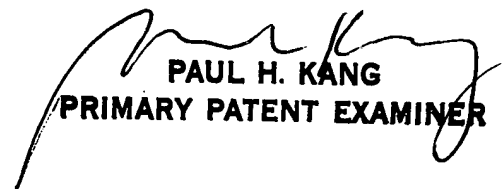demographics information." See Remarks, page 9.

As to point B), contrary applicants' interpretation of Minor, Minor does teach a "central demographics server." See Minor, col. 2, lines 1-20 (the web site demographics database is accessed by multiple external website/servers.).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Paul H Kang whose telephone number is (571) 272-3882. The examiner can normally be reached on 9 hour flex. First Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Rupal Dharia can be reached on (571) 272-3880. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

PAUL H. KANG
/PRIMARY PATENT EXAMINER